



Copy

Account: PMH Merit
Object: campagne '82

Formaat:
Obj.nr.: 44820/4-260
Datum: 14-1-82

1. Merit offers smokers alternative.

Millions of Americans proved switch to low tar and nicotine smoking to be easy. Merit's 'Enriched Flavor'.

2. Easy switch to low tar and nicotine a fact.

Flavor problem low tar and nicotine cigarette solved. Thanks to fundamental research in US: Merit's 'Enriched Flavor'.

3. Low tar and nicotine cigarette with flavor now feasible.

Fundamental research in US solves flavor problem of low tar and nicotine cigarettes for good: Merit's 'Enriched Flavor'.

4. Merit's flavor comes to stay in Holland after US.

Attitude Dutch smoker towards low tar and nicotine smoking follows US pattern. Breakthrough Merit predictable.

5. Merit makes satisfied smokers.

In US flavortest, Merit wins from cigarettes with 60% more tar and nicotine. Development Holland follows US.

2501026820